



# **BRANDING GUIDELINES**

## PRIMARY USAGE

*Typography = Scottish Leagues 15-16*

Main Primary Use #1 PMS 368 green & PMS 2767 Blue, Cool Gray 9



Main Primary Use #2 PMS 368 green & PMS 2767 Blue, Cool Gray 9



Main Primary Use #3 PMS 368 green & PMS 2767 Blue, Cool Gray 9



Main Primary Use #4 one color options - PMS 2767 blue and black with reverse



# SPACING GUIDELINES

Clear space requirement around logo

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the hawk head as a measuring tool to help maintain clearance.



## COLORS

### GREEN

Pantone  
PMS 368 green

RGB  
77,188,17

CMYK  
60,0,100,0

Thread Maderia  
1049

### BLUE

Pantone  
PMS 2767 Blue

RGB  
0,19,62

CMYK  
100,75,0,75

Thread Maderia  
1243

### GRAY

Pantone  
Cool Gray 9

RGB  
161,168,176

CMYK  
0,0,0,50

Thread Maderia  
1041

## ALTERNATIVE LOGOS - for promotional materials and apparel

Small promotional product imprint options



Embroidery - 10.16 CM wide minimum size Green maderia 1049, Blue maderia 1243  
Gray maderia 1041



Embroidery - with club name



## ALTERNATIVE LOGOS - patches

Patches minimum 10.16 CM wide for icon only minimum size Green maderia 1049, Blue maderia 1243 and Gray maderia 1041



Patches with Est. 1976 minimum 17.78 CM wide for icon only minimum size Green maderia 1049, Blue maderia 1243 and Gray maderia 1041



Oval Patches 12.7 CM X 7.62 CM minimum size



# INCORRECT USE OF LOGO

Stretching or distorting



Rotating



Using non-approved colors



Placing in front of images or use with NFL logos or trademarked materials



Using a gradient



Using a drop shadow



Using different logo font



Moving elements of logo



# ALTERNATIVE USE OF LOGO TEXT AND ICON

